ENERGY CONSUMER REFERENCE COUNCIL

AAD Consumer engagement KPI review

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Consumer Engagement

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INFORM Promote awareness and educate	CONSULT Seek broad-based input/feedback	INVOLVE Foster meaningful discussion	COLLABORATE Facilitate consensus	EMPOWER Provide effective forum for public decisions
Consumer engagement goal				
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions	To obtain public feedback on analysis, alternatives and/or decisions	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered	To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution	To place final decision making in the hands of the public
Promise to the public				
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns, and provide feedback on how consumer input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions, and incorporate your advice and recommendations into the decision to the maximum possible extent.	We will implement what you decide.

Source: International Association of Public Participation (IAP2)

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AAD Consumer Engagement Principles

- Clear, accurate and timely information
- Accessible and inclusive
- Transparent
- Measurable
- Long-term

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Consultation program – KPIs

- Engage people at the ‘**involve’** level
- ECRC engaged at the **‘collaborate’** level
- **Representative** - involves households, vulnerable customers, businesses and large customers
- **Accessible** and inclusive
- Transparent and **easy to understand** information
- Participants can see the **impact** of their input.
- Participants express **willingness to participate** in future consultations

Report against the KPIs to-date

KPI goal	Target	Update
To inform, consult & involve consumers & general community	80% of participants feel they were engaged in the development of the key aspects of the GAA submission at the 'involve' level as defined by the IAP2 Spectrum of engagement.	100% of respondents to the participant survey* said it was easy to contribute to the discussion.
To collaborate with the ECRC	ECRC feedback reports that members of the forum feel they were engaged in the development of the key aspects of the GAA submission at the 'collaborate' level as defined by the IAP2 Spectrum of engagement.	**ECRC feedback**
Participation	Participation is representative of the following sectors – households, vulnerable customers, businesses and large customers.	Participation in the consultation was very representative as follows: 32% - Property/building industry/business customers 24% - Community councils/residents 12% - Industry organisations 12% - Large customers 8% - Vulnerable customers 8% - Environmental organisations

KPI goal	Target	Update
Clear, accurate and timely information	80% of participants report that information is easy to understand. The ECRC provide feedback that they have received clear, accurate and timely information, both unprompted and in response to requests for further information. 70% of Power Panel survey respondents find information easy to understand.	100% of respondents to the participant survey* found the information at the workshops easy to understand and appropriate. 1 respondent said the consultation report did not provide enough information. **ECRC feedback** Power Panel not completed yet
Accessible and inclusive. Electronic and hard-copy information, venues and presentations will be accessible	100% in accordance with identified guidelines. There are no instances of people expressing concern or dissatisfaction about accessibility or inclusiveness.	There were no complaints about accessibility. Responses to the participant survey* reported that information presented was easy to understand and that contributing to the discussion was also easy.
Transparent through the provision of timely and complete information	80% of participants report that information is easy to understand. 70% of Power Panel survey respondents believe AAD have provided transparent information ECRC advise that AAD have been transparent in the provision of information and response to questions.	100% of respondents to the participant survey* found the information at the workshops easy to understand and appropriate. Power Panel not completed yet **ECRC feedback**

Report against the KPIs

KPI goal	Target	Update
Measurable - **Impact of the feedback obtained during engagement program** - **Level of involvement in the program**	Participants in the consumer engagement program receive a Consumer Engagement Outcomes report that demonstrates how their feedback was incorporated into the AAD GAA Submission or other aspects of the business as appropriate. Participation and engagement data is gathered to establish a benchmark for continual improvement.	Outcomes report still being prepared Participation and engagement data has been collected and will be included in the consultation report. 25 people participated in the consultation activities + the ECRC members.
Long term Establishing a relationship with consumers that is lasting and long term	80% of participants express interest in receiving information on further AAD consumer engagement activities. 70% of Power Panel survey respondents express interest in participating in further surveys on strategic discussions by AAD.	Power Panel not used yet.

Other feedback, questions

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